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PATENT

Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Yaron REICH GROUP NO.: 3622
SERIAL NUMBER: 10/587,002 CONFIRMATION NO: 2951
FILING DATE: 20-Jan-05 EXAMINER: John W. VAN
TITLE: LBS NOWCASTING SENSITIVE ADVERTISING AND
PROMOTION SYSTEM AND METHOD
BRAMER

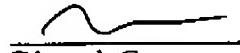
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. § 1.8

Sir:

I hereby certify under 37 C.F.R. § 1.8 that the enclosed correspondence is being facsimile transmitted to the USPTO on the date indicated below to 1-571-273-8300, including this page and 9 pages of Response to Non-Compliance Office Action , for a total of 10 pages.

Respectfully submitted,


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Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT:	Yaron REICH	GROUP NO.:	3622
SERIAL NUMBER:	10/587,002	CONFIRMATION NO.:	2951
FILING DATE:	20 July 2006	EXAMINER:	John Van Bramer
TITLE:	LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD		

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT (37 C.F.R. § 1.121)

Sir:

This paper is responsive to the Non-Compliant Amendment (37 C.F.R. § 1.121) Office Action mailed from the U.S. Patent and Trademark Office December 9, 2008, which is being timely filed on January 9, 2009. Applicant believes that no fees are due.

Newly amended claims are submitted herewith in response to the non-compliant amendment. The remarks and arguments filed on August 12, 2008 accompanying the amended claims are maintained but are not presented herewith.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.